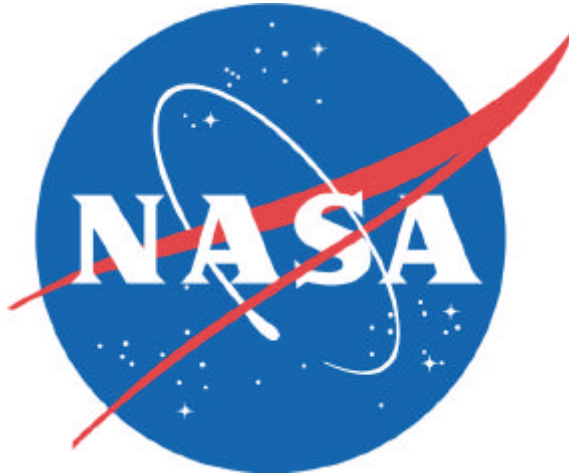


Responsible Office: Code P

Subject: Perform News Gathering, Encapsulation and Distribution



Code P, Office of Public Affairs

Office Work Instruction

Perform News Gathering, Encapsulation and Distribution

Original Approved by: _____
Margaret C. Wilhide
Associate Administrator

April 14, 2000

Date

Responsible Office: Code P

Subject: Perform News Gathering, Encapsulation and Distribution

DOCUMENT HISTORY LOG

<u>Status</u> <u>(Baseline/</u> <u>Revision/</u> <u>Canceled)</u>	<u>Document</u> <u>Revision</u>	<u>Effective</u> <u>Date</u>	<u>Description</u>
Baseline		1/10/00	
Revision	A	4/14/00	Update References, repair flowchart to replace dropped decision box and rearrange Section 7 to match order of quality records in flowchart

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1.0 Purpose

The purpose of this OWI is to document the process employed to coordinate the time-critical flow of national-level news releases with accompanying video, photos or Internet offerings, where applicable.

2.0 Scope and Applicability

2.1 This OWI covers all information material reviewed in Code PM by newsroom staff. Some of this information requires program office review and review by the Associate Administrator for Public Affairs before release.

2.2 The Division Director, Media Services Division, Office of Public Affairs is responsible for maintaining this document. The controlled version of this OWI is available on the NASA Internet via the HQ ISO 9000 Document Library at <http://hqiso9000.hq.nasa.gov>. Any printed version of this OWI is uncontrolled (reference: HCP 1400.1, *Document and Data Control*.)

3.0 Definitions

3.1	AA	Associate Administrator
3.2	Center	NASA Center responsible for initiating news releases
3.3	DD	Director, Media Services
3.4	HQ	NASA Headquarters
3.5	NC	News chief
3.6	NP	News Personnel: Refers to NASA Headquarters News Chief, Deputy News Chief, Acting News Chief, Public Affairs Officer or Public Information Specialist
3.7	NR	News releases
3.8	NTV	NASA Television
3.9	OPA	Office of Public Affairs
3.10	PAO	Public Affairs Officer, usually co-located with their affiliate program office
3.11	PM	Media Services Division, including the Newsroom
3.12	PSA	Program Support Assistant
3.12	VF	Video File

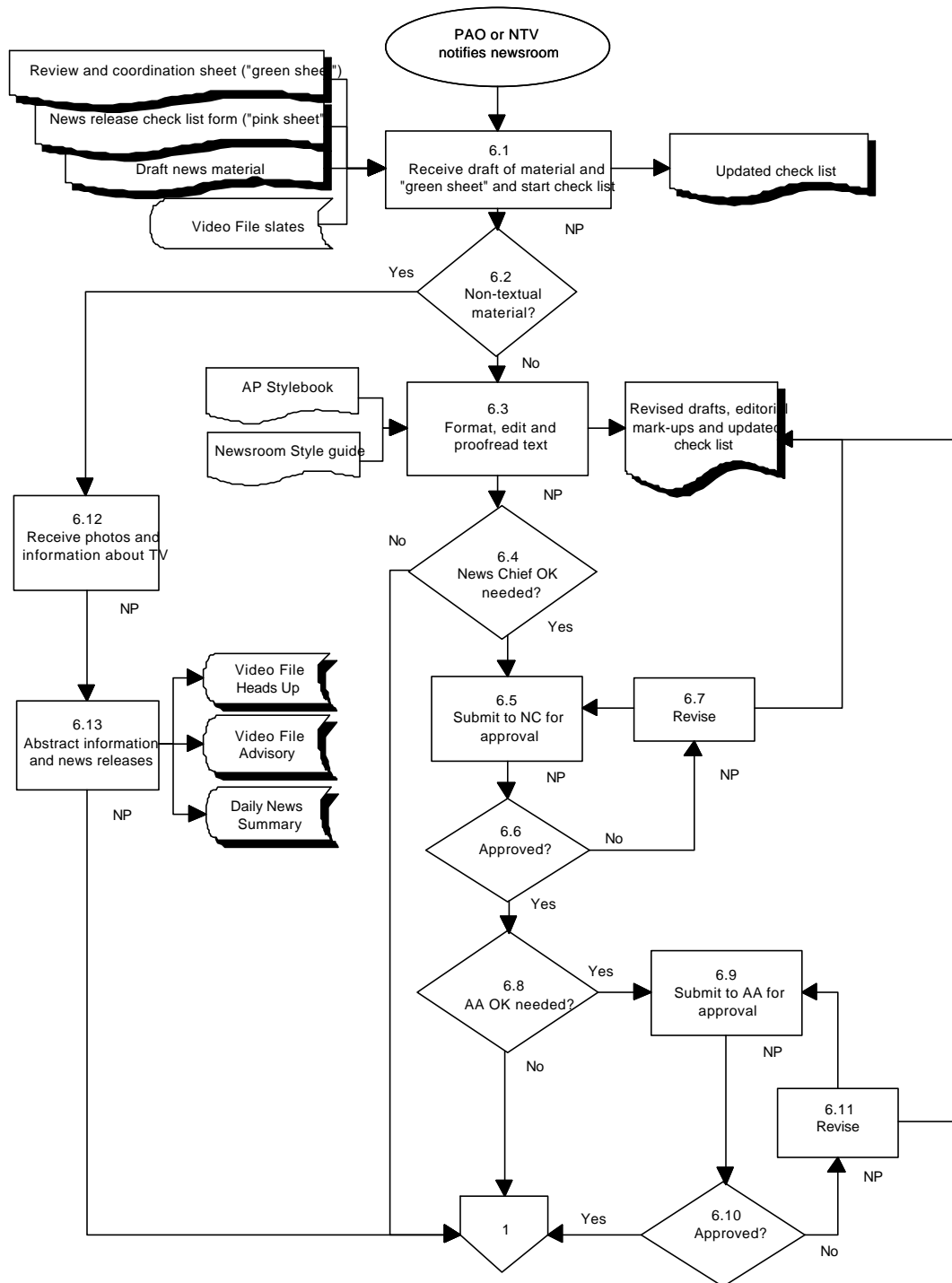
4.0 References

4.1		National Aeronautics and Space Act of 1958, as amended
4.2	NPD 1000.1	NASA Strategic Plan
4.3	NPG 1000.3	The NASA Organization
4.4		Associated Press Stylebook
4.5		NASA Public Affairs Stylebook
4.6		NASA Public Affairs Policy Manual

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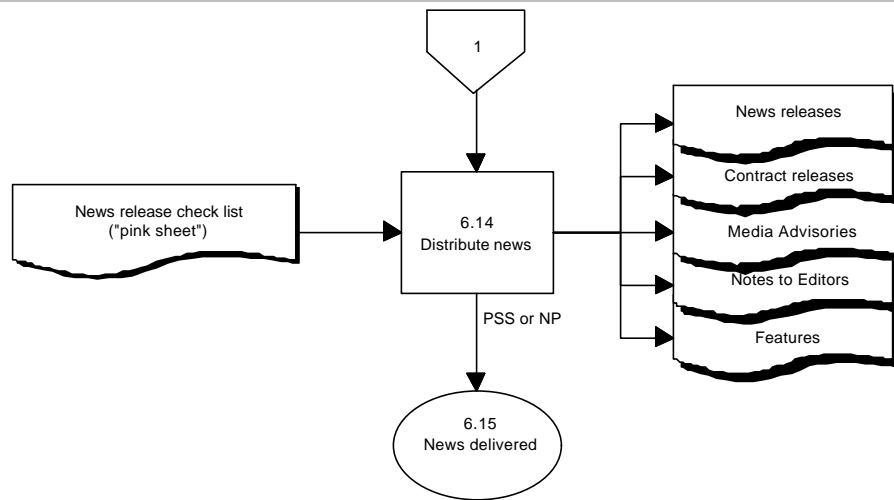
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5.0 Flowchart



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6.0 Procedure

<u>Step</u>	<u>Actionee</u>	<u>Action</u>
6.1	News personnel. In most instances, duties listed assigned to "news personnel" will be assigned to a Public Affairs Officer or Public Information Specialist within Code PM. In some instances, when news is especially sensitive or PM is temporarily short-handed, "news personnel" duties may be handled by the News Chief, Deputy News Chief and/or the Acting News Chief.	<i>Receive draft of material and review and coordination sheet ("green sheet") and start filling out news release check list ("pink sheet").</i> Material is normally sent to the newsroom via e-mail, usually from a co-located Public Affairs Officer. News personnel save the original version on the Code P server, and that becomes the version that will be edited.
6.2	News personnel	<i>Non-textual material?</i> This information should be available from the person who sent the material to the newsroom. If yes, proceed to step 6.12.
6.3	News personnel	<i>Format, edit and proofread text.</i> Using the Associated Press Stylebook and the NASA Public Affairs Stylebook and Policy Manual, edit the news release for clarity and conciseness. Retain hard copy of each edited version for version control and inclusion in final "clearance package." Update pink sheet.
6.4	News personnel	<i>News Chief OK needed?</i> For the Daily News Summary, Video File Advisory and Video File Heads-up, no other approvals are needed; proceed to step 6.14. For other material proceed to step 6.5.
6.5	News personnel	<i>Submit material to News Chief for approval.</i>
6.6	News Chief	<i>Approved?</i> If no, go to step 6.7. If yes, News Chief initials pink sheet and returns package to NP for step 6.8.
6.7	News personnel	<i>Revise.</i> Use comments from the News Chief and reference material cited in step 6.3 for guidance. Retain News Chief's written comments for version control and inclusion in final "clearance package."
6.8	News personnel	<i>AA OK needed?</i> For Media Advisories that involve the NASA Administrator's activities, News Releases, Contract Releases, Features and Notes to Editors, the AA's approval is required; proceed to step 6.9. If no, proceed to step 6.14.
6.9	News personnel	<i>Submit material to AA for approval.</i>
6.10	AA	<i>Approved?</i> If no, go to step 6.11. If yes, AA initials pink sheet and returns package to NP for step 6.14.
6.11	News personnel	<i>Revise.</i> Use comments from the AA and reference material cited in step 6.3 for guidance. Retain AA's written comments for version control and inclusion in final "clearance package."
6.12	News personnel	<i>Receive photos and information about TV.</i> Still image material (photo numbers, brief captions, etc.) is available

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<u>Step</u>	<u>Actionee</u>	<u>Action</u>
		from the HQ Photo Office, NASA Center newsrooms or the cognizant Public Affairs Officer. Video information (slates, running times, summaries, etc.) are available from the NASA Television Executive Producer, Live Shot Producer, NASA TV staff or cognizant Public Affairs Officer. This information will be abstracted for use in step 6.15.
6.13	News personnel	<i>Abstract information and news releases and distribute per news release checklist.</i> From the raw material provided to the newsroom, compile information for addition to news releases or inclusion in Video File Heads Up, Video File Advisory or Daily News Summary.
6.14	Newsroom PSA or NP	<i>Distribute news.</i> Depending on the type of material, it may be faxed, e-mailed or posted to the NASA Web server. Retain final approved copy and "clearance package" for version control. Primary actionee is PSA; in his/her absence, NP may distribute news.
6.15		<i>News delivered.</i>

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7.0 Quality Records

<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
"Clearance package" includes: 1)Green review and coordination worksheet; 2)Pink news release check list; 3.)original draft submitted by PAO and revised versions created in newsroom; 4) editorial markups by NP, NC and AA; 5) revision approved by final authority	News chief	Newsroom	Hardcopy	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.
Video File Heads-Up	News chief	Code P FTP server	Electronic	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.
Video File Advisory	News chief	Code P FTP server	Electronic	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.
Daily News Summary	News chief	Code P FTP server	Electronic	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.
News Releases	News chief	Newsroom	Hardcopy	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.
Contract Releases	News chief	Newsroom	Hardcopy	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National

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<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
					Archives and Records Administration in 5-year blocks, when 20 years old.
Media Advisory	News chief	Newsroom	Hardcopy	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.
Notes to Editors	News chief	Newsroom	Hardcopy	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.
Features	News chief	Newsroom	Hardcopy	Schedule 1, Item 54, A.	Permanent. Retire textual records to Federal Records Center when 5 years old. Transfer to National Archives and Records Administration in 5-year blocks, when 20 years old.